ACHIEVING EQUITY IS A PROCESS, GUIDED BY A SET OF COMMON PRINCIPLES

The value of Spin Access is social equity

The core value of Spin Access is to correct injustice by addressing historic inequities felt by its customer base. The core value is not revenue per ride.

Value people by valuing their time

Low income people spend more time waiting for things like transit and program approval. Reduce steps, waiting, and cognitive load whenever possible.

Be clear + honest with communities you serve

Inspire the feeling of ease by making Access communications short and to the point. Use concrete, specific language to describe Access and other Spin programs. Be upfront about pilot timeframes, city agreements, deployment plans, pricing models, and scooter usage trends so communities can hold you accountable. Low income neighborhoods have a history of exploitation, and are vigilant about being cheated and disappointed by new programs.

Take good care of people by addressing their intersecting needs

Spin Access users are diverse. They include people with varying intersecting characteristics including: low income, students, unbanked, low-data phone owners, no car, disabled, seniors, non-english speakers, transit desert residents, and underhoused people. Take care of what your customers tell and show you they need. Celebrate the transformative impacts of mobility on people's lives - but be aware of other intersecting challenges Spin Access customers face.

Earn trust through two-way dialogue

Treat every touchpoint as an ongoing conversation with your customer, from neighborhood ambassadors, public events, text-alerts, app notifications, social media, to fliers. Consider how communities "show up" in Spin, not only how Spin "shows up" in communities.

Create advocates

Spin can't deliver quality mobility on its own. Create advocates for Spin Access by building internal support, working with transit providers, community groups, and finding ways to empower Spin's champions.

5 AREAS FOR IMPROVING MOBILITY EQUITY:

ACTIVE INCLUSION

Show respect for the local context and the diversity of riders to demonstrate that scooters are for everyone.

EASY ENROLLMENT

Make applying for the Spin Access discount as easy as possible.

PRICE TRANSPARENCY

Make the cost of a scooter ride predictable and easy to understand.

RELIABLE AVAILABILITY

Make scooters a reliable option by providing consistent vehicle coverage.

LOW-TECH REDUNDANCIES

Ensure that people with limited access to the internet, smartphones, and credit cards are not left behind.

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A STEP-BY-STEP GUIDE FOR USING PEOPLE- FOCUSED DESIGN RESEARCH IN YOUR EQUITY INITIATIVE.

1

Work with people closest to the challenge to re-define success

Some examples of this might be:

- Community advisors
- 1:1 Rider Interviews
- Rider Survey

2

Challenge your assumptions by observing the service up close

Some examples of this might be:

- Site observations
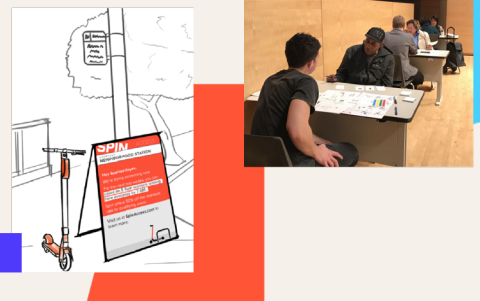- Operations Shadow

3

Gather data to validate key findings

Some examples of this might be:

- Data Analysis
- Expert Interviews

4

Generate prototypes and get feedback from real people

Some examples of this might be:

- Prototypes
- Community open houses

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